

I INTRODUCTION

INTRODUCTION

In 1987, as a result of concerns expressed by residents, business owners and community groups in the Northern Baltimore County area, Third Councilmanic District Councilman, C.A. "Dutch" Ruppertsberger, III, requested an analysis of the commercial village of Hereford. The Office of Planning and Zoning produced a report in September of 1987, entitled, "Hereford a Preliminary Analysis."

The major conclusions of the report called for the following actions: 1) a need for a community plan which would identify the function, form, size and character of Hereford as a rural town center; 2) a set of design standards; 3) new or revised legal controls to guide future growth; and 4) no zoning changes until a community plan is developed.

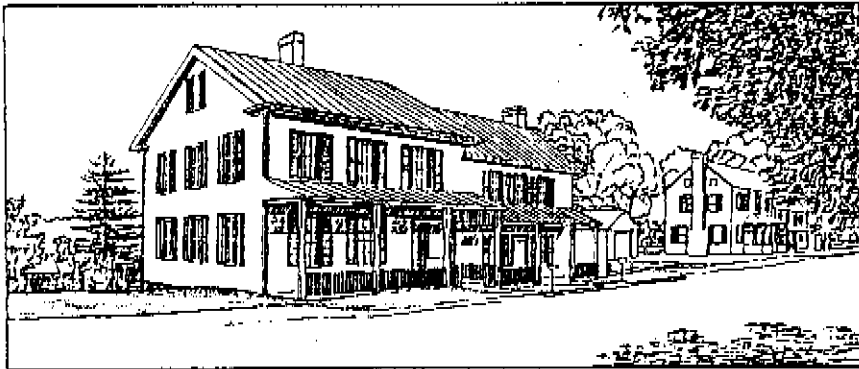
This Plan completes the actions called for in that report. In the zoning of 1988, the Councilman appointed a citizen group to develop a plan. The group included representatives of the farming community, volunteer fire company, local business association, and surrounding community associations. Later in the year additional representatives were added to represent Hereford-at-large and the Hereford Community Association.

Committee members have met two to three times a month from May 1988 to May 1989 to develop recommendations for a plan. The Committee created three sub-committees (Roads and Traffic, Long Range and Architectural/Design Landscape) to work on specific areas of concern. The Committee held two town meetings, one on August 23, 1988 and the second on May 23, 1989 to present their ideas to the public for review and comment. The Hereford Community Association also held several meetings to provide recommendations to the Hereford Plan Committee.

This plan represents the product of the Committee's dedication and persistent efforts. The Committee struggled over the often conflicting concerns of providing for reasonable growth and economic development and maintaining the rural qualities of the town and surrounding areas. Below is a list of the goals the Committee used to develop this plan.

HEREFORD PLAN GOALS

1. To develop a plan that delineates limits of growth and serves the basic needs of the community and tourists.
2. To maintain integrity of the rural area.
3. To create a business center for rural residential and agricultural communities.
4. To geographically concentrate the business community, thus minimizing spot zoning in other parts of the study area and in other areas of the northern County.
5. To address traffic problems which exist in Hereford.
6. To preserve the historical significance of Hereford.



II. LAND USE ANALYSIS

LAND USE ANALYSIS

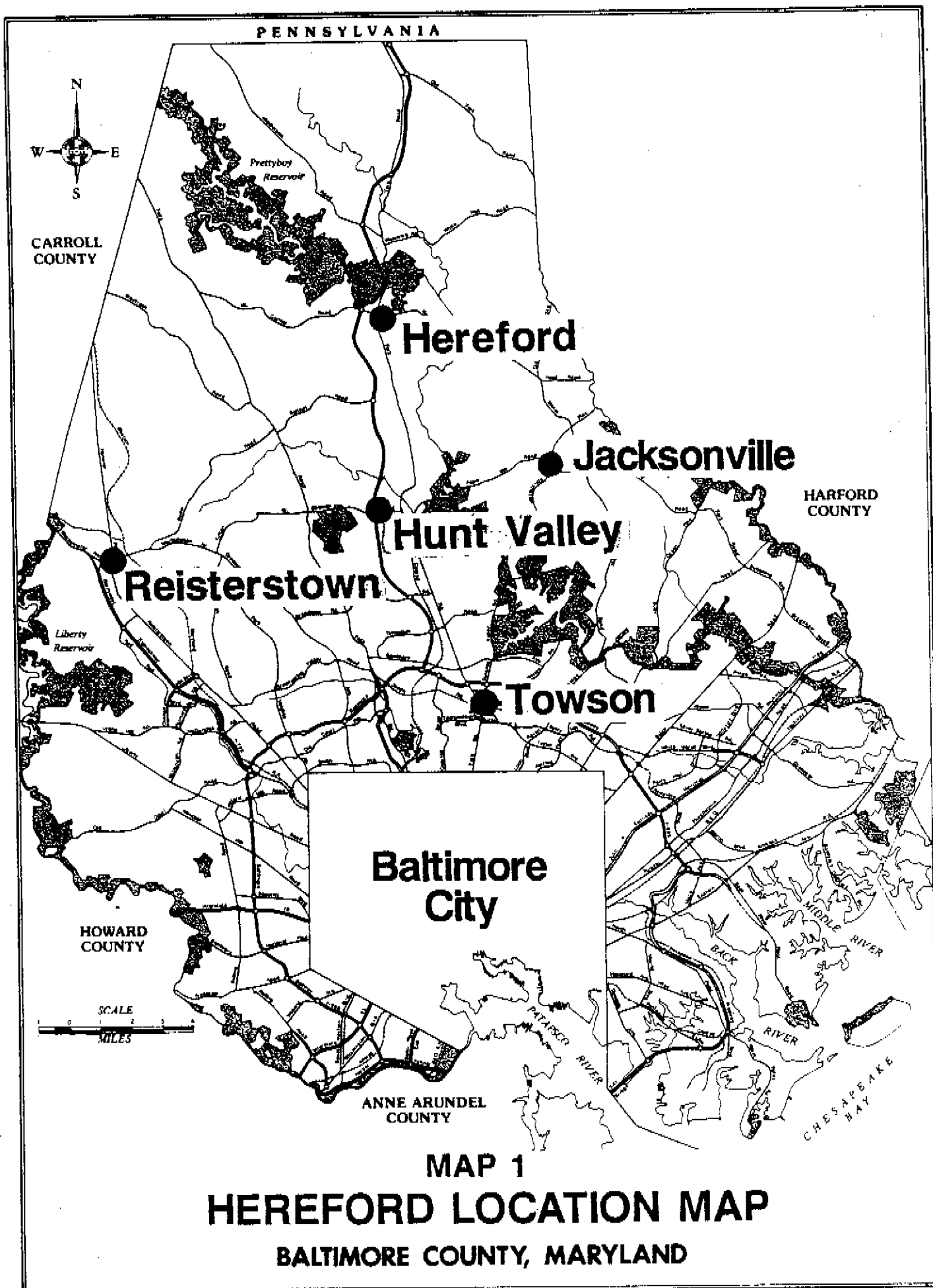
Hereford is the rural town center for the central part of Northern Baltimore County (Map 1). This distinction is due to both its historic role in the development of Baltimore County (see Section VI) and its strategic location at a major cross-roads with a full interchange to I-83.

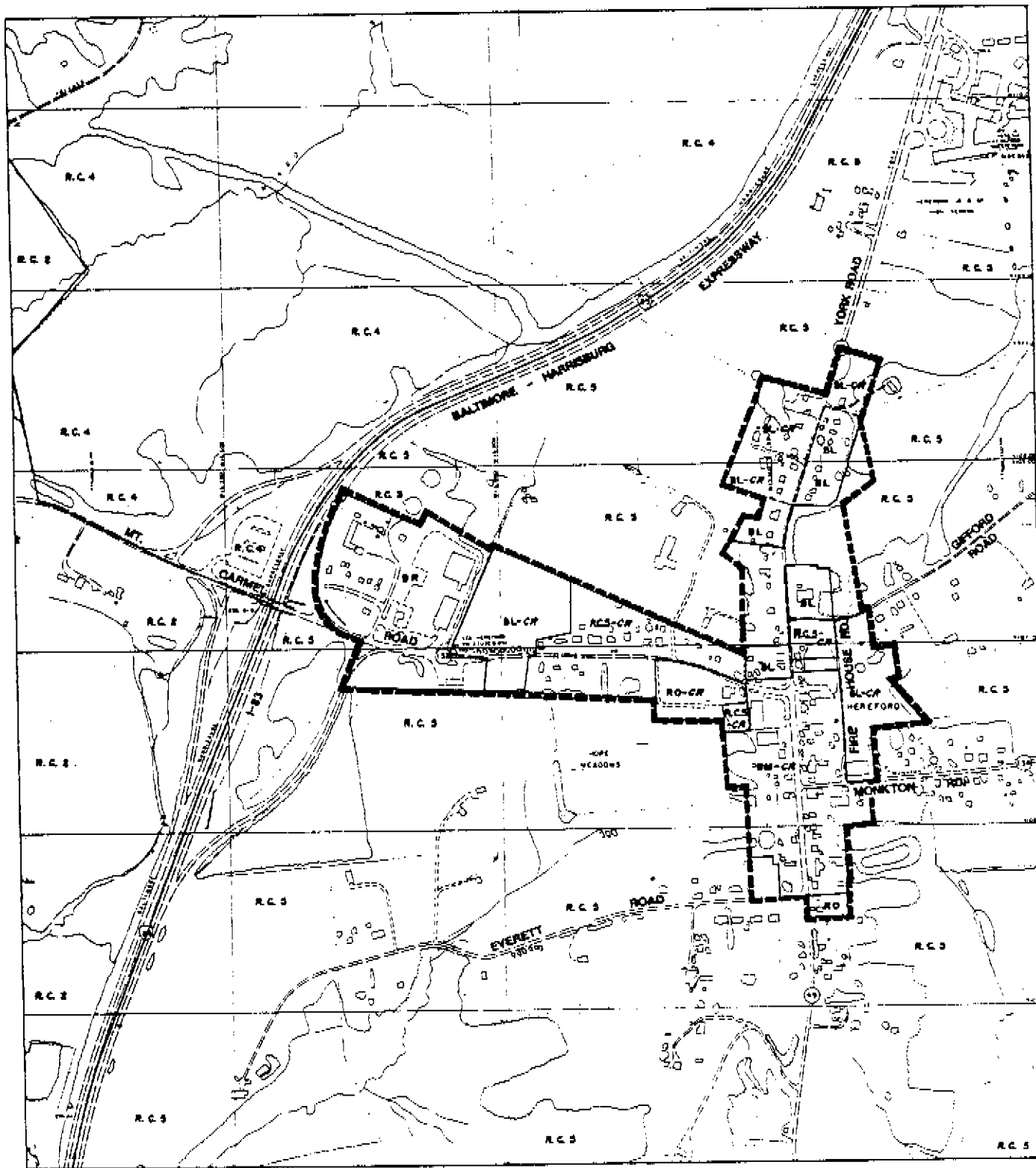
The 1989-2000 County Master Plan reinforces the role of Hereford as a Rural Town Center and calls for "growth in a manner which protects and enhances the unique character of each town and is also environmentally responsible." This role was implicit in the Hereford Plan goals listed in the previous chapter.

The land use goal for Hereford is to provide for limited appropriate commercial growth in a centralized area that does not exceed environmental constraints. Commercial services are to be limited to serving the needs of Hereford residents, the agricultural community, as well as tourists.

The following land use analysis was conducted to ascertain the amount of commercial land currently available and to determine the need for, and if appropriate, location of, additional commercial zoning. The analysis was based on 1988 and early 1989 information. The method used was to determine the amount of existing commercial and office zoning in Hereford and the amount of commercial zoning not utilized. The next step was to determine projections for commercial demand and to compare this with what is available. The final step of the analysis was to make recommendations for future zoning changes.

The Commercial Rural District (C.R. District) was adopted by County Council on July 5, 1988. The C.R. District provides regulations which serve to: provide for development that can be sustained by the environment; improve the aesthetics of rural commercial development and protect historic features.





LEGEND

 Hereford Committee C.R. District Boundary Recommendation (September 1968)

COMMERCIAL RURAL DISTRICT BOUNDARY

HEREFORD COMMUNITY PLAN

Prepared By:
Baltimore County Office of Planning and Zoning

MAP 2



For the purposes of this study a reasonable commercial district boundary was determined for Hereford. This boundary was based on existing land use, access of properties, land constraints and the existing zoning. This boundary is indicated on Map 2.

The zoning for that area as indicated on the 1988 Comprehensive Zoning Map is shown in Table 1. There is 48.5 acres of zoning within the commercial rural district overlay. This includes 10.7 acres of rural-residential, 2.8 acres of residential office, 19.6 acres of business local, 15.4 acres of business-major. Commercial areas which are not covered by the commercial district overlay include 4.4 acres of rural-residential, 0.6 acres of residential-office, 6.5 acres of business-local and 16.9 acres of business-roadside.

TABLE 1. HEREFORD RURAL TOWN CENTER
ZONING SUMMARY
(1988 Baltimore County Comprehensive Zoning Map,
1" = 200' scale)

<u>ZONING</u>	<u>ACRES</u>
C.R. District	
Rural-Residential (RC 5-CR)	10.7
Residential-Office (RO-CR)	2.8
Business Local (BL-CR)	19.6
Business Major (BM-CR)	15.4
Non District	
Rural-Residential RC 5	4.4
Residential-Office RO	0.6
Business Local BL	6.5
Business Roadside BR	<u>16.9</u>
TOTAL	76.9

A land use inventory was conducted in 1988. The results indicated that there was 41 acres of commercial use, 6 acres of institutional use, 22 acres of residential use and 8 acres of vacant land (Table 2).

This survey indicated that in addition to the four acres of rural residential there is 26 acres of commercially zoned land not in commercial use. This includes the properties which were zoned commercial and rural-residential commercial rural in 1988.

**TABLE 2. HEREFORD RURAL TOWN CENTER
 LAND USE**

<u>TYPE</u>	<u>ACRES</u>
Commercial	41
Institutional	6
Residential	22
Vacant	8

An assessment of commercial square footage was determined using the 1988 survey information and 1989 building permit information (Table 3). The results indicated that there was approximately 120,875 gross square feet in the commercial core which can be broken down into three categories. The first category is local retail and is estimated to be 38,585 gross square feet. The second, category is local services and medical services which is estimated to be 23,360 gross square feet. The third category is mixed-multi-tenant retail which is estimated to be 58,930 gross square feet.

**TABLE 3. ESTIMATED COMMERCIAL SQUARE FOOTAGE
 IN HEREFORD, 1988**

<u>TYPE</u>	<u>ESTIMATED* GROSS SQUARE FOOTAGE</u>
Local Retail (hardware, gasoline, auto supply, food, etc.)	38,585
Local Services & Medical Services	23,360
Mixed Retail & Office Use and Regional Services	<u>58,930</u>
TOTAL	120,875

* Based on 1987 Baltimore County Aerial Photographs (1" = 200')

It is difficult to determine the appropriate amount of commercial and commercially zoned land that will meet existing and future demand and allow for appropriate growth. For the purposes of this plan, it was decided to determine what the range of projected demand for commercially zoned land is for Hereford .

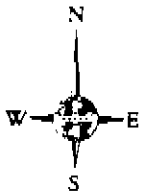
The two projections used to estimate potential demand were the Legg Mason Realty Group and the Regional Planning Council's (RPC) Round III-A projections. The Legg Mason Realty Group was commissioned by the County to prepare economic forecasts for Baltimore County's 1989 Master Plan. Their forecast represents an aggressive future growth based upon past growth patterns. The RPC's figures are based upon a conservative forecast that is tempered by regional patterns and jurisdictional allocations. This accounts for the large discrepancy between the two projections.

The market area for Hereford begins to the north of Hunt Valley, it is bordered on the west by Carroll County and on the north by Pennsylvania. The eastern boundary is the Northeast Market Area (Map 3). This is an area of approximately 150 square miles.

The Legg Mason Study projects an increase of 3407 new people and 1608 new units in this market area by 1995. The Regional Planning Council Round III-A projects 627 new people and 777 new units (Table 4).

TABLE 4. POPULATION AND HOUSEHOLD PROJECTIONS			
<u>North Market Area</u>	<u>1989</u>	<u>1995</u>	
		<u>III-A</u>	<u>LMRG*</u>
Population	20,940	21,567	24,347
Households	7,613	8,390	9,221
* Legg Mason Realty Group			

PENNSYLVANIA



CARROLL
COUNTY

Prettyboy
Reservoir

Hereford

Jacksonville

HARFORD
COUNTY

Hunt Valley

Reisterstown

Liberty
Reservoir

Towson

Baltimore
City

HOWARD
COUNTY

ANNE ARUNDEL
COUNTY

MAP 3

NORTHERN MARKET AREA

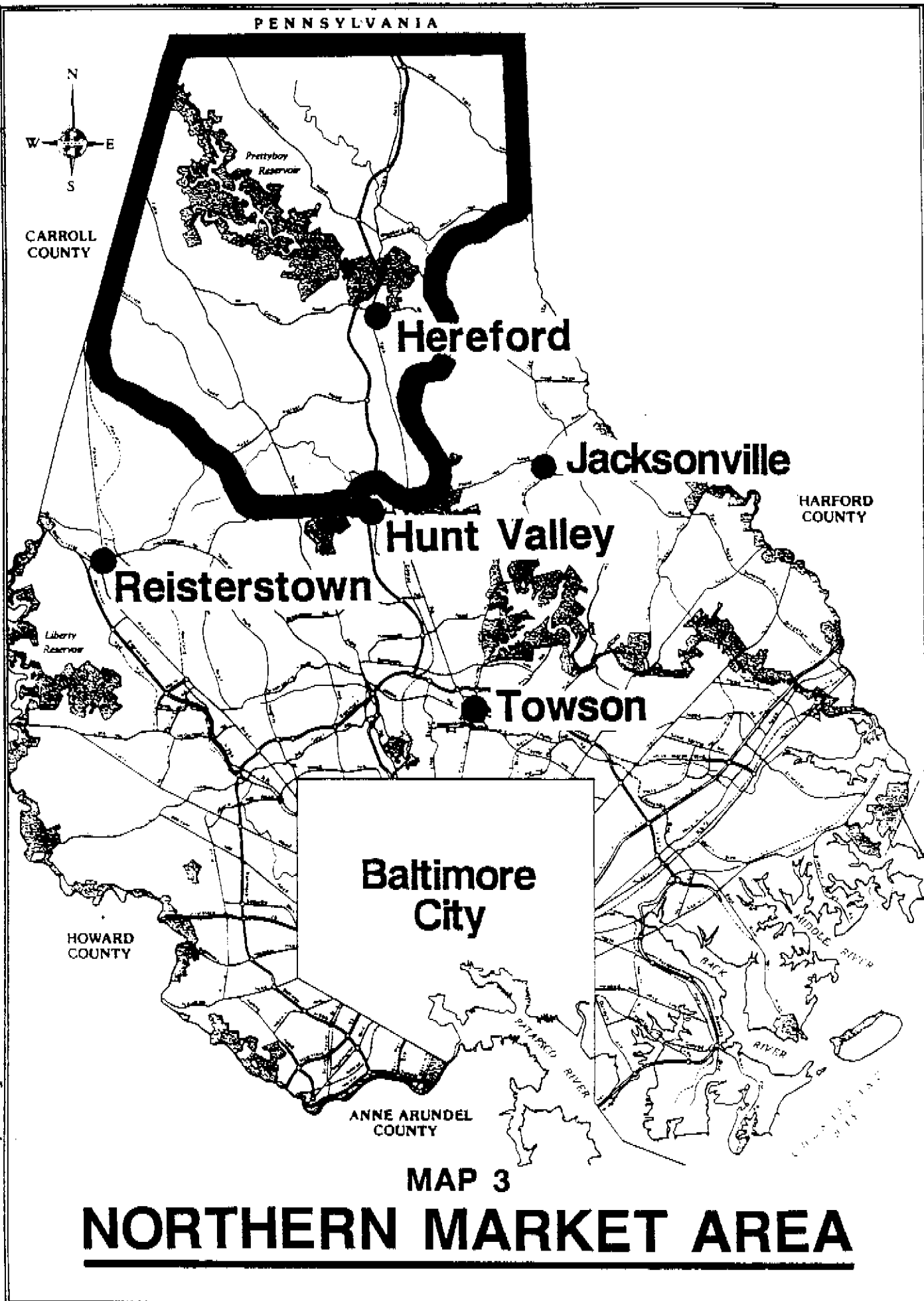


TABLE 5. RETAIL AND OFFICE PROJECTIONS		
<u>North Market Area</u>	1995	
	<u>III-A*</u>	<u>LMRG**</u>
	Square Feet	
Office	17,100	93,617
Retail	<u>11,800</u>	<u>63,784</u>
TOTAL	28,900	157,234
* These were extrapolated based on the Regional Planning Council Round III-A Projections.		
** Legg Mason Realty Group		

Using a projection that assumes the number of people employed in services is proportional to population increase, a projection was derived for additional commercial and office. Given the planning objectives (proposed 1989 Master Plan) of concentrating future commercial and office use for this market area in Hereford, we can adjust typical demand allocations for urban central business districts (50% in central business, 30% in satellite and 20% in other locations, Goodman, 1968) to 70% in rural town centers, 20% in rural villages and 10% in satellite locations.

The two projections indicate for the Northern Market Area a projected range of demand by 1995 for commercial and office between 28,900 gross square feet and 157,234 gross square feet (Table 5). With the assumption stated above that 70% will locate in Hereford, we can project a demand of between 20,230 gross square feet and 110,064 gross square feet depending on the extent of population growth in the area.

The amount of commercially zoned land presently available has the potential to yield 116,741 gross square feet (Table 6). Existing commercial buildings on small lots in Hereford have an average floor area ratio (F.A.R.) of 0.06. The C.R. District zoning regulations permit a 0.2 F.A.R. There are 18 acres of existing commercially zoned land that are in residential use on small lots. If this entire acreage were to be converted to commercial it would yield 47,045 gross square feet at a F.A.R. of 0.06 and 156,816 gross square feet at a F.A.R. of 0.20. Larger projections based on F.A.R. of 2.0, 3.0 or 4.0 are not realistic due to physical site constraints of the small lot size and requirements for onsite wells and sewage disposal.

It is easier to project the potential buildout of the 8 acres of vacant land. This acreage is in two larger parcels. Using the F.A.R. of 0.20 which is the C.R. District limitation, these locations could provide for an additional 69,696 gross square feet of commercial and office in Hereford.

TABLE 6. ESTIMATED POTENTIAL COMMERCIAL GROSS SQUARE FEET			
<u>TYPE</u>	<u>ACRES</u>	<u>FAR</u>	
<u>GROSS SQUARE FOOTAGE</u>			
Small Residential Lots	18	0.06	47,045
Vacant Lots	8	0.2	<u>69,696</u>
TOTAL			116,740

Although the above projections indicate there is presently sufficient zoning to meet the projected demand, they do not give an indication as to the type of development that may be needed to satisfy the projected demands. As has been discussed, Hereford's commercial services can be classified into local retail, local service and medical, and mixed retail and regional services. The local retail and to certain extent local service building size is between 1,000 and 5,000 gross square feet. The mixed retail and office-regional buildings are between 10,000 and 20,000 square feet.

In summary, review of the commercial core indicates that there are numerous additional opportunities for conversion of small residential properties to small commercial uses. The opportunity for the larger multi-tenant development is restricted to two sites of which only the property located near I-83 has good access. Thus, there may be the long term need to provide for additional commercial zoning.

The area most suitable for future commercial development is north of Mt. Carmel Road and bounded by I-83 on the west, the existing commercial zoning on the east and the limits of the existing C.R. District to the north. The area is shown on Map 4. This area was selected in order to concentrate present and future growth of commercial.

The commercial zoning was increased in the 1988 Comprehensive Zoning Process and this Plan calls for some expansion in 1992 with the addition of remaining residential within the proposed C.R. District. What is listed as future commercial is intended to be that area where growth should ultimately be directed. In addition to not rezoning this area in the near future, the rezoning should be phased so as to provide for limited controlled growth.

The objective with respect to future commercial growth is to try to maintain the compact nature of Hereford. To achieve this it is recommended that there be no commercial expansion to the north or south along York Road. The western boundary of commercial should continue to be the I-83 interchange. Expansion of commercial to the east should be in concert with the potential Mt. Carmel Road expansion.

There is currently a wide range of private services available in Hereford (Table 7). The range of public and institutional services is less broad (Table 8) but an important addition was the Hereford Branch of the Baltimore County Public Library System in 1988.

TABLE 7.

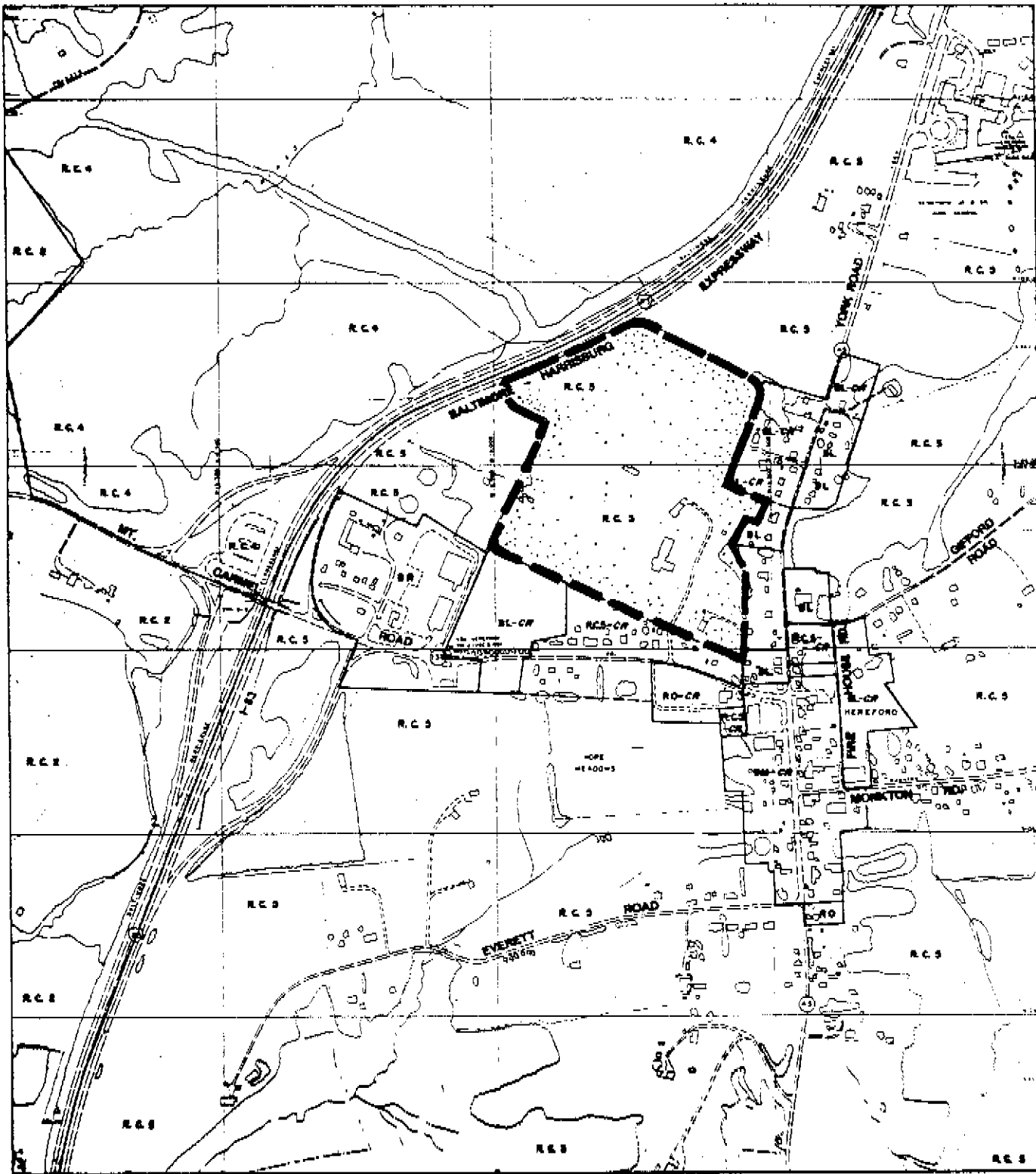
HEREFORD RURAL CENTER
LIST OF PRIVATE SERVICES

MEDICAL	BANKS
Dental	CONVENIENCE STORE
Optical	SUPERMARKET
Pharmacy	DRY CLEANER
Chiropractor	VIDEO RENTAL & SALES
Physical Therapist	RESTAURANT
Psychologist	Breakfast & Lunch
Internal Medicine	CARRYOUT
Orthodontic	CRAFT/CLOTHES
LAW OFFICE	Antiques
VETERINARY	Floral Design
LIQUOR	Stained Glass
AUTO REPAIR	Consignment
FEED STORE	AUTO PARTS
HARDWARE	SERVICE STATION
INSURANCE	ACCOUNTANT
BARBER SHOP	CONSTRUCTION OFFICE
REALTOR	MANUFACTURERS REPRESENTATIVE
COMPUTER-OFFICE SUPPLIES	

TABLE 8.

HEREFORD RURAL CENTER
LIST OF PUBLIC/INSTITUTIONAL SERVICES

LIBRARY	AMBULANCE
CHURCHES	STATE PARK LAND
POST OFFICE	HIGH SCHOOL
FIRE STATION	



LONG RANGE POTENTIAL COMMERCIAL AREAS

HEREFORD COMMUNITY PLAN

Prepared By:
Baltimore County Office of Planning and Zoning

Revised 3-6-90

MAP 4



It is difficult to project the demands for new types of services. The alternative was to identify services which were not desired due to noise, odors, environmental constraints, and protection of residential properties. This list is indicated in Appendices D and E. A specific legal mechanism to prevent these uses is not recommended at this time. The list is advisory.

The C.R. District was designed to allow rural areas to develop services either unique to or in keeping with the rural character of Northern Baltimore County rural town centers, and are not intended to supply the complete range of services one would find in an urban area. The services here are the ones which provide safety, convenience and reduced trips, while servicing the rural residential and agricultural communities.

The Hereford Shopping Center and the BR areas located on the north and south sides of Mt. Carmel Road east of I-83 are currently zoned BR. They do not contain historic structures, and are composed of larger commercial uses including a grocery store, drug store, offices, bank, service station, fuel oil office and terminal, as well as a large, newly expanded SHA complex. They are proposed for inclusion in the CR District for environmental reasons, not for protection of historic buildings of the commercial core. It is expected that they need to be expanded, upgraded, renovated, sold and replaced as time passes. They should be viewed from primarily environmental standards, and less from the point of view of compatibility with the smaller scale buildings of the commercial core. These sites are currently in conformity with the existent BR Zone, and the intent of the CR District in not to convert them to the CR site standards.

ACTIONS

- 1) Map the C.R. District boundary (Map 2).
- 2) Consider rezoning the remaining residential properties within the C.R. District Boundary at the request of the property owner for the C.R. District overlay.
- 3) Map the long term consideration to amend the C.R. District boundary (Map 4).